

TOURISM DEVELOPMENT

The department of Tourism Development, which is called Visit Tallahassee, provides staff support and assistance to the Leon County Tourist Development Council (TDC). The department works with the TDC to enhance the local economy and quality of life through the benefits associated with a strong visitor industry.

Director Lee Daniel is a 23-year veteran of the tourism industry. He joined the County in 2009, having previously served as Deputy Director for the St. Petersburg/Clearwater Area Convention & Visitors Bureau, one of the largest CVBs in the United States.

Daniel is a Certified Destination Management Executive through Purdue University and the University of Calgary. He holds a bachelor's degree in Business Administration and a master's degree in Sports Administration.

Daniel and his staff work closely with local tourism and hospitality agencies, elected officials and the business community to highlight some of the area's best features and to market Leon County as a year-round destination.



Lee Daniel, CDME
Director
Tourism Development
606-2300
DanielLee@leoncountyfl.gov

PROMOTING AND MARKETING FLORIDA'S CAPITAL REGION

- Collected nearly \$3 million in total tourist development taxes. This amount, representing four pennies, is a decrease of 2.7% compared to prior year collections. Despite the shortfall in collections, Visit Tallahassee has continued to leverage available resources to maximum impact in promoting the destination.
- Introduced a new destination brand logo, video and new advertising campaign; Created new Visitor Guide content and layout and created a new press kit. Also, introduced the new T.O.U.R. Guide program, a six-month campaign aimed at educating the local residents of the many things to do in the area.
- Participated and represented Visit Tallahassee at more than 20 trade shows and networking events targeting government, corporate and association meeting markets. Events included Florida Encounter, National Coalition of Black Meeting Planners, (NCBMP) Fall Conference, Meeting Planner International (MPI), and the Tallahassee Society of Association Executives (TSAE).
- Assisted and hosted 125 travel journalists to Tallahassee since October 2009. Provided assistance to visiting media by securing accommodations and providing tailored itineraries based on story interest. This included hosting the 2010 Florida Outdoor Writers Association Annual Conference.
- Successfully booked 8,549 room nights via motor coach groups, travel clubs, weddings, reunions and special events. Participated in 21 consumer and industry tradeshows to promote the region as a tourist destination. Target markets included a women's show, senior expos, vacation and recreation expos and several military base travel shows.
- Introduced the new www.VisitTallahassee.com website featuring a user-friendly design, updated content, one-click navigation, a book direct feature which allows users to book directly with a hotel, a color-coded events calendar and numerous special sections. The new website provides Tallahassee and Leon County a more competitive edge with other visitor destinations.
- Worked with The Council on Culture and Arts (COCA), The United Way, Harry's Bar & Grille, and other tourism partners to develop and promote a series of July 4th weekend activities and discounts to drive summer visitation. The first ever Big Bend Freedom Fest included a variety of core events taking place over a three-day period with discounts provided by area attractions, restaurants, and hotels.
- Recruited and trained 23 new volunteers to provide exceptional visitor services. Provided customer service to more than 11,535 walk-in visitors and 175 groups at the Visit Tallahassee Visitor Centers.
- Funded events through Special Event Grants, generating more than 58,000 visitors and an estimated 23,700 in room nights.
- Awarded the 2010 AAU Track & Field National Qualifier, which tracked more than 20,000 room nights, more than 44,500 visitors and generated \$22,533,848 in economic impact, as well as a total of 2,250 visitors to the community during a four-day period.



DID YOU KNOW

The Tallahassee Sports Council tracked a total of 20,100 room nights with 44,557 actual visitors, which generated more than \$22 million in local economic impact.